

ORDER



Orders	Order / Rev:	715921	KARE	
	Alt Order #:	06332236		
	Product Desc:	CRAVAAK FOR CONGRESS		
	Estimate:	C13C16		
	Flight Dates:	10/12/12 - 10/16/12	Primary AE:	Jim Quinn
	Original Date / Rev:	10/05/12 / 10/05/12	Sales Office:	T-PHI
	Order Type:	Political	Sales Region:	NAT

Agency	Name:	Smart Media Group Inc/ POL	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	814 King Street	Billing Cycle:	WEEKLY
		Alexandria, VA 22314	Agency Commission:	15%

Advertiser	Name:	Cravaack/ NRC/ R/ Congress	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:15:00
	Product Codes:	PL-US House Representative	Advertiser External ID:	
	Priority:	P-2	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	8	\$9,925.00	\$8,436.25	October 2012	15	\$17,350.00	\$14,747.50	0.00
10/15/12	10/21/12	7	\$7,425.00	\$6,311.25	Totals	15	\$17,350.00	\$14,747.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	KARE	10/15/12	10/15/12	Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00	
		TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$575.00		0.00							
5	KARE	10/15/12	10/15/12	M-F 430-5p	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
		JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$600.00		0.00							
N19	KARE	10/12/12	10/12/12	M-F 1-2p	CM	1P-2P	-----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00	
		Rachel Ray														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$100.00		0.00							
N20	KARE	10/12/12	10/12/12	M-F 10-1035p	CM	KARE News 10p	-----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00	
		KARE News 10p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$1,500.00		0.00							
N21	KARE	10/12/12	10/12/12	Tonight Show	CM	1035pm-1135pm	-----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		Tonight Show														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$500.00		0.00							
N22	KARE	10/12/12	10/12/12	M-F 5-530p	CM	5-530p	-----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00	
		KARE 11 5 News														

Order / Rev: 715921
Alt Order #: 06332236
Flight Dates: 10/12/12 - 10/16/12

Advertiser: Cravaack/ NRC/ R/ Congress
Product Desc: CRAVAAK FOR CONGRESS
Estimate: C13C16

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$650.00		0.00						
N23	KARE	10/12/12	10/12/12	NBC Nightly News NBC Nightly News	CM	530-6P	-----F--	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$3,150.00		0.00						
N24	KARE	10/12/12	10/12/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	-----F--	:30	1	\$2,025.00	P-4	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----F--		1	\$2,025.00		0.00						
25	KARE	10/15/12	10/15/12	M-F 1-2p Rachel Ray	CM	1P-2P	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$150.00		0.00						
26	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$2,200.00		0.00						
27	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$1,200.00		0.00						
28	KARE	10/15/12	10/15/12	NBC Nightly News NBC Nightly News	CM	530-6P	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$2,000.00		0.00						
29	KARE	10/15/12	10/15/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$700.00		0.00						
N30	KARE	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-		2	\$1,000.00		0.00						